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: EXAMINER:

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers.

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IN THE CLAIMS

## A

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Consideration of the present application in light of the following discussion is respectfully requested.

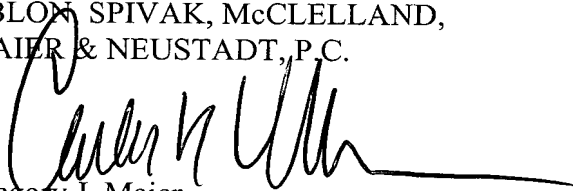
Claims 19-22 are presently active in the case, with Claims 1-18 cancelled by way of the present amendment.

The present amendment present Claims 19-22 for prosecution on the merits. Claims 19-22 are directed to a non-elected invention subject to an election of species requirement in the parent case, serial number 09/115,238, now allowed.

Consequently, Claims 19-22 are ready for examination on the merits. An early and favorable is action is respectfully requested.

Respectfully submitted,

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